

# Implementing Patron-Driven Acquisition (PDA) for Ebook Acquisition that Fits Your Library



Yin Zhang<sup>1</sup>, Kay Downey<sup>1</sup>, Cristóbal Urbano<sup>2</sup>, and Tom Klingler<sup>1</sup>

<sup>1</sup> Kent State University, <sup>2</sup> Universitat de Barcelona



## Background

- Patron-Driven Acquisition (PDA) (also called Demand-Driven Acquisition, DDA) has been commonly used in academic libraries for acquiring ebooks.
- PDA is still relatively new; libraries have adopted it without an established guideline for best practices.
- The implementation of the e-book PDA model varies from library to library.
- This poster offers a systematic comparison approach to evaluate different scenarios based on ebook PDA acquisition and usage during 1/1/2012 – 5/31/2014
- This poster will help libraries gain a better understanding of how PDA works under different scenarios, and choose the scenario that works best to fulfill their needs.
- This work will also contribute to establishing guidelines for best practices in implementing ebook PDA.

## Methodology

- Timeframe:** 1/1/2012 - 5/31/2014
- Data sources**
  - Discovery records uploaded during 1/1/2012 – 5/31/2014
  - From ebrary:

- All PDA purchases
- PDA Trigger Report
- Titles Usage Report
- Book Report2

Trigger Event (1/1/2012 – 5/31/2014)	Count	Percent
Chapter/Range Download	619	29%
Copy	195	9%
Print	178	8%
View	1,132	53%
<b>Total</b>	<b>2,124</b>	<b>100%</b>

46,858 discovery records uploaded to library catalog during 1/1/2012 – 5/31/2014	5,983 PDA ebooks used during the timeframe	2,124 used, triggered /purchased
	40,875 ebooks as discovery records but have not been used	3,859 used but not triggered/purchased

### Scenarios

- KSUL PDA: Trigger purchase without Short-Term Loan (STL) when reaching usage threshold 10-10-1-1 (any one of 10 page views, 10 minutes, 1 copy, 1 print, or 1 download)
  - Based on 2012 Trigger Report, Views or Minutes triggers = Average 9.8 views
- Up to 3 1-day STLs before purchase
- Up to 3 1-week STLs before purchase

### Method to calculate costs for each scenario

- Only STL eligible titles will include STL calculations
  - 1 trigger: 1 STL based on a percentage of list price
  - 2 triggers: 2 STLs based on a percentage of list price
  - 3 triggers: 3 STLs based on a percentage of list price
  - 4 triggers: 3 STLs based on a percentage of list price + 1 purchase price

## Results

### How would KSUL PDA purchased ebooks fit in different scenarios?

Year 2012		Frequency	Percent	TOTAL
With STL(s)	1 STL	6	0.7%	16.2%
	2 STLs	80	8.9%	
	3 STLs	60	6.7%	
Purchase	3 STLs + Purchase	675	75.0%	83.8%
	STL not eligible	79	8.8%	
TOTAL		900	100%	100.0%

Year 2013		Frequency	Percent	TOTAL
With STL(s)	1 STL	17	1.9%	29.3%
	2 STLs	155	17.1%	
	3 STLs	93	10.3%	
Purchase	3 STLs + Purchase	517	57.1%	70.7%
	STL not eligible	123	13.6%	
TOTAL		905	100.0%	100.0%

1/2012 - 5/2014		Frequency	Percent	TOTAL
With STL(s)	1 STL	75	3.5%	21.8%
	2 STLs	206	9.7%	
	3 STLs	183	8.6%	
Purchase	3 STLs + Purchase	1,427	67.2%	78.2%
	STL not eligible	233	11.0%	
TOTAL		2,124	100.0%	100.0%

- Based on the actual ebook usage data, the majority of KSUL PDA purchased ebooks would have been purchased either after STLs or not STL-eligible
- Only 16.2% - 29.3% ebooks would stay at STL stage in the timeframe examined.

### Would the STL option cost less than the PDA direct purchase?

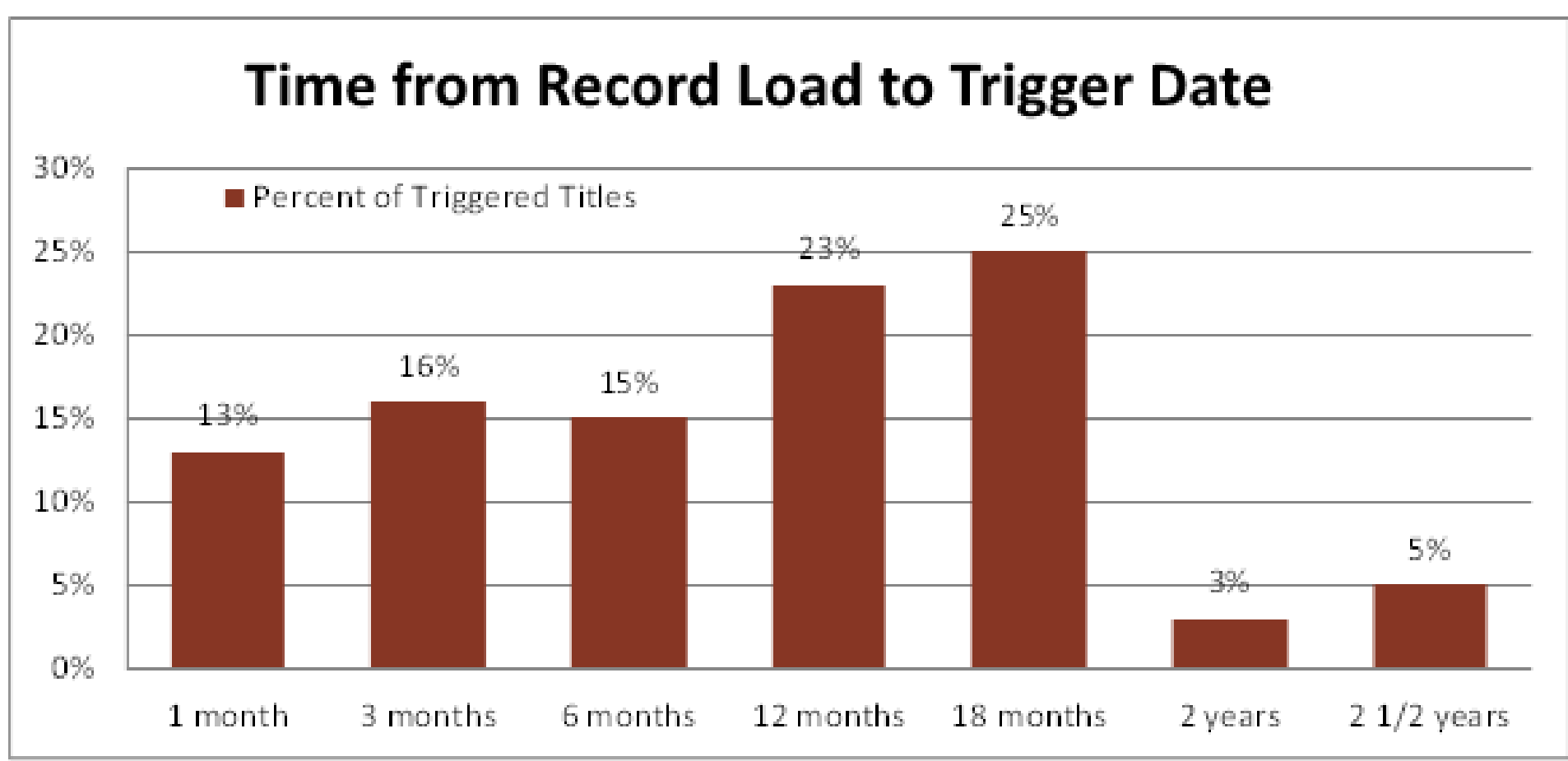
Year 2012	Notes	Cost	User sessions	Titles used	Titles owned	Average cost per user session	Average cost per title used	Average cost per title purchased
Actual PDA expenditures	KSUL, no STLs	\$86,115.18	10,850	2,516	900	\$7.94	\$34.23	\$95.68
Up to 3 one-day STLs prior to purchase	Estimated 1-day STL cost is @10% of list price, 4 <sup>th</sup> trigger use is a purchase @ single user list price	\$97,228.11	10,850	2,516	754	\$8.96	\$38.64	\$128.95
Up to 3 one-week STLs prior to purchase	Estimated 1-week STL cost is @20% of list price, 4 <sup>th</sup> trigger use is a purchase @single user list price	\$122,496.76	10,850	2,516	754	\$11.29	\$48.69	\$162.46

Year 2013	Notes	Cost	User sessions	Titles used	Titles owned	Average cost per user session	Average cost per title used	Average cost per title purchased
Actual PDA expenditures	KSUL, no STLs	\$86,724.85	12,572	3,268	905	\$6.90	\$26.54	\$95.83
Up to 3 one-day STLs prior to purchase	Estimated 1-day STL cost is @10% of list price, 4 <sup>th</sup> trigger use is a purchase @ single user list price	\$81,960.22	12,572	3,268	640	\$6.52	\$25.08	\$128.06
Up to 3 one-week STLs prior to purchase	Estimated 1-week STL cost is @20% of list price, 4 <sup>th</sup> trigger use is a purchase @ single user list price	\$104,198.97	12,572	3,268	640	\$8.29	\$31.88	\$162.81

1/1/2012 to 5/31/2014	Notes	Cost	User sessions	Titles used	Titles owned	Average cost per user session	Average cost per title used	Average cost per title purchased
Actual PDA expenditures	KSUL, no STLs	\$ 204,632.61	27,648	5,983	2,124	\$ 7.40	\$ 34.20	\$ 96.34
Up to 3 one-day STLs prior to purchase	Estimated 1-day STL cost is @10% of list price, 4 <sup>th</sup> trigger use is a purchase @ single user list price	\$ 213,601.89	27,648	5,983	1,660	\$ 7.73	\$ 35.70	\$ 128.68
Up to 3 one-week STLs prior to purchase	Estimated 1-week STL cost is @20% of list price, 4 <sup>th</sup> trigger use is a purchase @ single user list price	\$ 269,099.46	27,648	5,983	1,660	\$ 9.73	\$ 44.98	\$ 162.11

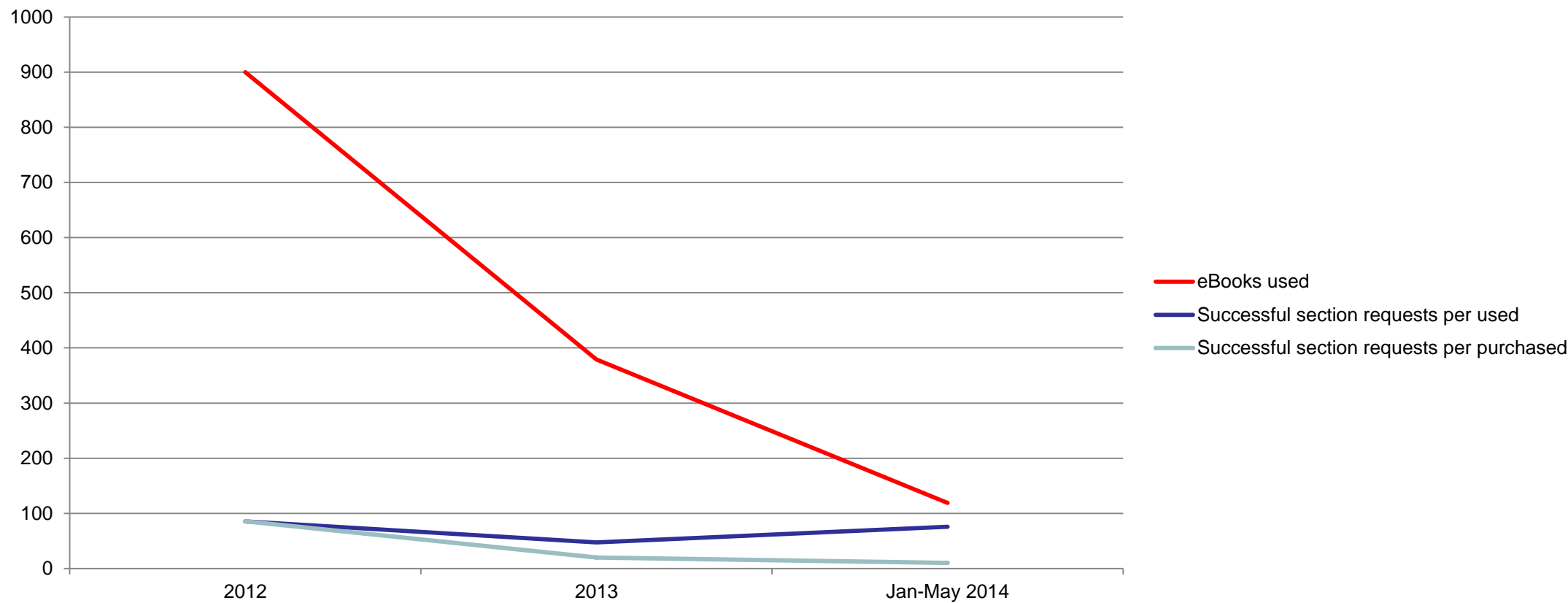
- Based on ebook usage data, PDA is better Return on Investment (ROI) for Kent State University Libraries
- In a specific year, STL option may cost less to use ebooks, but over time, it would cost more to own and use ebooks.
- In most scenarios the STL option is more costly in terms of actual expenditure, average cost per user session, and average purchase price.

### What is the pattern of PDA ebooks being triggered and used over time?

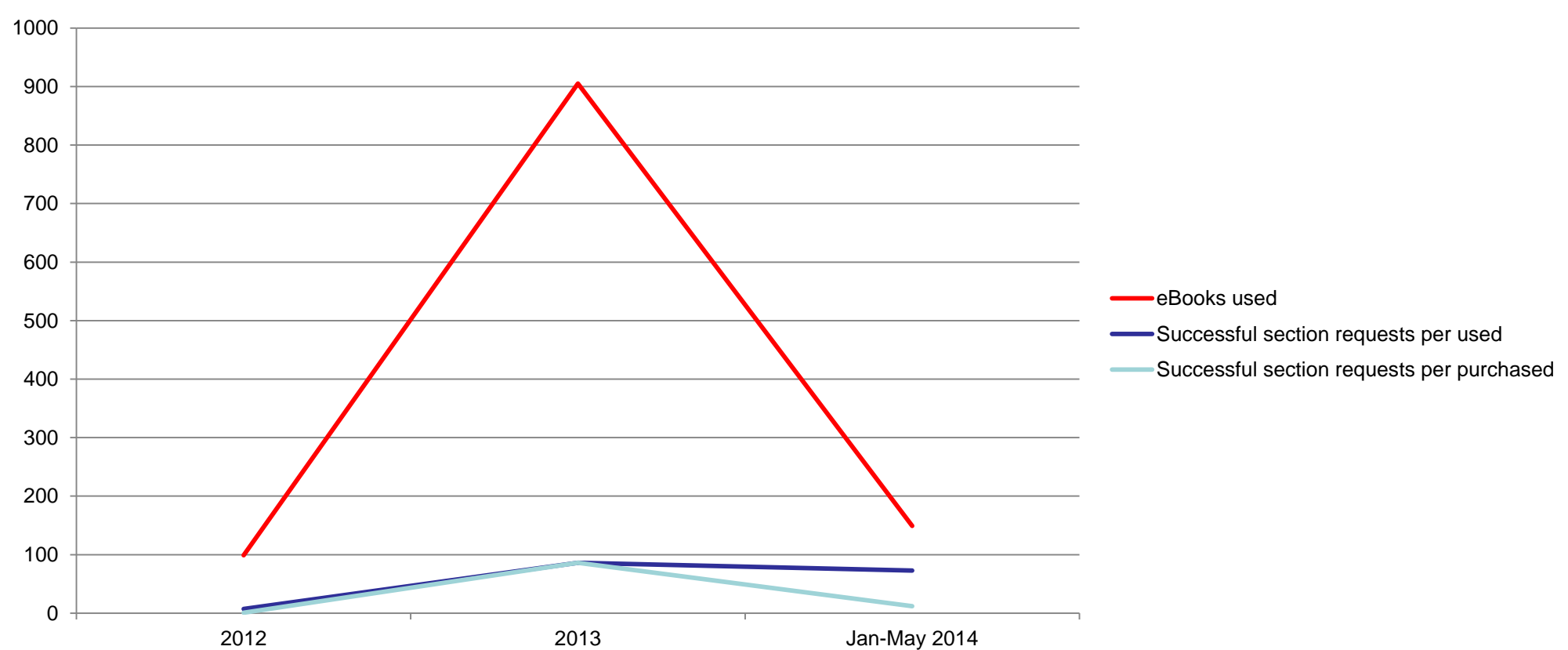


Average Number of Days from Record Load to Trigger date = 300  
Total number of Triggered Titles = 2088

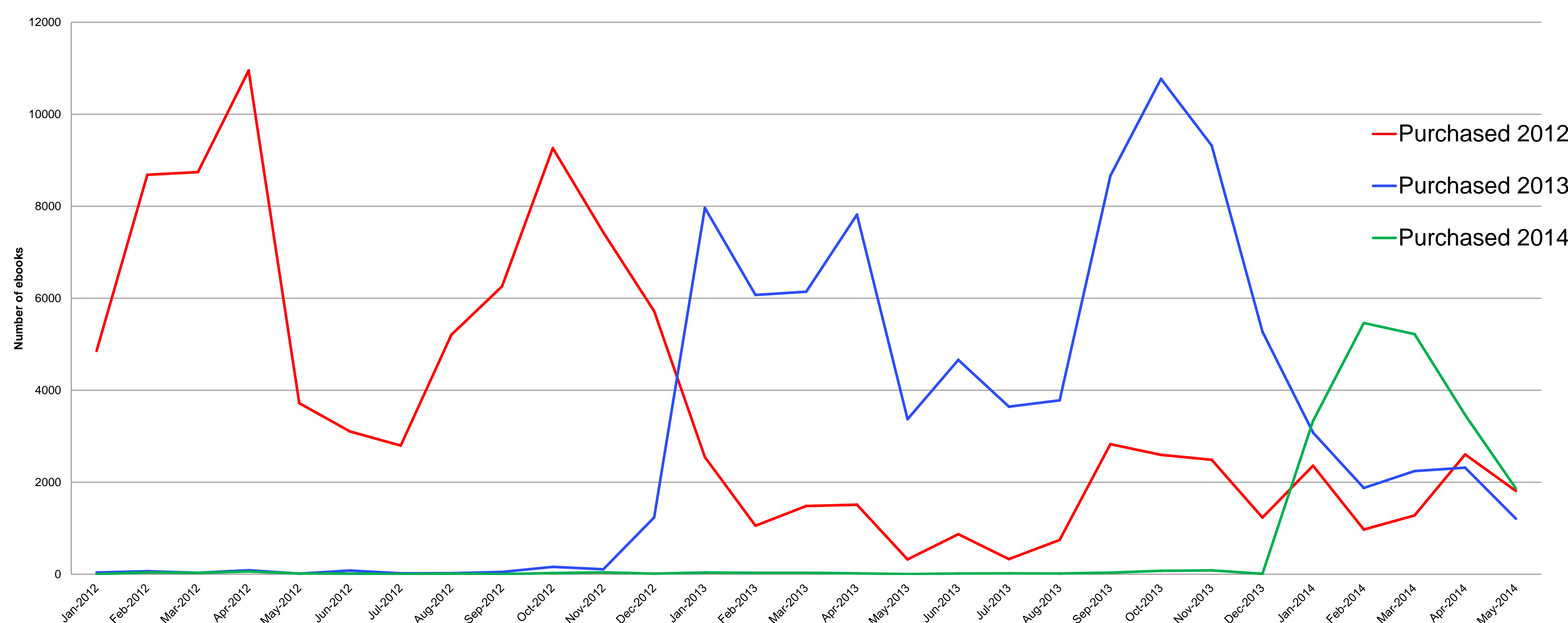
Purchased 2012	eBooks used	Successful section requests	Successful section requests per used	Successful section requests per purchased
In 2012	900	76,802	85.34	85.34
In 2013	379	17,997	47.49	20.00
In Jan-May 2014	119	9,018	75.78	10.02



Purchased 2013	eBooks used	Successful section requests	Successful section requests per used	Successful section requests per purchased
In 2012	99	696	7.03	0.77
In 2013	905	78,021	86.21	86.21
In Jan-May 2014	149	10,825	72.65	11.96



Use Trends from January 2012 through May 2014



- 44% of ebooks are triggered within 6 months of availability, 67% within 1 year, 92% within 1.5 years
- Ebooks receive peak usage during the year triggered, usage decreases over time in general
- However, some ebooks continue to receive intense use over time

## Conclusion and Future Research

- STL option does not appear to be a cost-saving option for KSUL PDA ebooks.
- Time is an important variable when comparing different ebook PDA scenarios.
- Other factors such as discipline and subject will be further explored for their role in comparisons.
- The analysis could be applied to other ebook PDA programs for a general picture of ebook PDA best practices.